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ABSTRACT

This report describes the information and referral services project in a 3-county rural area that was developed in the county public library systems to meet the educational, cultural, and recreational needs of their communities. Sections of the report cover recognition of need, the area served, funding, the project itself (objectives, staff, training of project staff and permanent library staff, data collection), publicity, delivery of information and referral services, evaluation, and problems encountered and objectives not met. Some excerpts from the project's monthly reports describing specific activities are provided, and an outline of the procedures used to set up the project concludes the report. Appendices include an organizational chart, descriptions of the project staff, a list of the administrators involved, the project budget, the information and referral statistical report, statistics on information and reference questions, forms used in the project, and sample publicity. (JD)

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**to help you
know**

**INFORMATION AND REFERRAL SERVICES
FOR THE RESIDENTS OF MARYLAND'S
EASTERN SHORE**

Maryland State Department of Education
Division of Library Development and Services
January 1979

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introduction

In recent years, public libraries have begun to consider the information needs of their users and how they could be met. Bringing people and information together has become an important part of a library's task.

In the introduction to *Public Library Information and Referral Service*, Gaylord Bros. Inc., 1978, Clara Jones comments:

In the evolution of library practice, I & R has emerged as a logical response to a demonstrated need for non-book information about community resources. Where it has been given serious trial in public libraries, the introduction of community information service has been welcomed and greatly used by the public. First, it has let people know that helpful resources exist, and second, it has provided a reliable starting point in any search for information on practical needs — relief from wandering through the bureaucratic maze. . . .

The testing of new concepts usually takes place in the larger library systems because of the availability of staff, large numbers of people, and access to funds for experimentation. However, this does not mean that application is restricted to large libraries. It has been found that I & R service satisfies the often frustrated and unrecognized need for information by citizens in communities of all sizes and that public libraries of all sizes can respond.

Ann H. Drennan, states in *Library Information Services Needs of the Geographically Remote*, (Appalachian Adult Education Center, Morehead, New York,)

The rationale for attempting to meet the information needs of the geographically remote is not that the people have demanded it . . . they are often too isolated, to unaware of the possibilities, and in many cases, too steeped in despair and in its resulting apathy to organize and demand the services given to more vocal, more militant, more visible, and more easily accessible urban groups. It cannot be realistically stated either, considering the diversity of needs

to be met and the low tax base of isolated areas, that the development and implementation of services will be easy. It is evident, however that information is becoming necessary for survival in an increasing complex society, and that the "right to know" is as urgent for the geographically remote as for the urban American. The country simply cannot afford to neglect the needs of nearly one-third of its population.

This report will recount how four rural county library systems on Maryland's Eastern Shore "responded" to the information needs of their communities. Dorchester, Wicomico and Worcester were the initial counties participating in the project. Caroline replaced Worcester in the project's second year.



recognition of need

Two other projects dealing with the need for information in rural areas were underway when the proposal for this project was submitted. The projects,

The Planning and Demonstration of a Delivery System of Library and Learning Services in Ten County Rural Areas of Oklahoma

(Proposal Number RO 29476) and *The Identification of Informational Needs of An American Indian Community That Can Be Met By Library Services* (Proposal Number RO 10622-A)

were designed to overcome the physical, cultural, and psychological distance felt by the people in areas designated in these proposals.

Need assessment in Maryland has been documented by several studies undertaken by a number of agencies. Two early studies were funded by the Maryland Division of Library Development and Services:

The Library Community Study of Garrett County and Moving Into the Future: A Projective Planning Data Base for the Western Maryland Public Libraries Drawn from Analysis of the Community and Its Information.

These studies covered Western Maryland and parts of the Appalachian Mountain range, areas with poor transportation and communication facilities and remote from metropolitan centers, and demonstrated a need for information and referral service.

Two additional studies provided early evidence of information needs. The Maryland Department of State Planning recognized this need for information and referral at the local level as a result of its *Multi-Service Center Study* begun in 1973. The study was established to evaluate the delivery of services from state agencies to Maryland's citizens. Maryland's governor and legislature were concerned about rising costs, dispersed locations of state agencies, and increasing citizens' needs. The study revealed that the greatest need citizens felt was the need for information. This study also revealed through a sample survey in 19 counties that citizens expected this information to be located in local public libraries.

The Maryland Cooperative Extension Service has also determined a need for information and materials in its local agencies among the citizens it serves. This state agency has acknowledged that the Maryland interlibrary loan and teletype network could assist them by providing information to citizens. They have suggested establishing an information system for community resource development. (Mark, Steven M., *Study of Literature and Information Methods Within the Maryland Cooperative Extension Service*, University of Maryland, 1973.)

The continuing commitment of the Maryland Division of Library Development and Services to the provision of public information by way of the public library and the demonstrated need for information and referral service led to the appointment (in June 1974) of a staff specialist, whose primary responsibility was to develop information and referral programs in public library systems throughout the state. The Specialist visited all the public library systems in the state to determine what library administrators felt about the need for information and referral services in public libraries and what information and referral services already existed in their local communities. Non-library information and referral services were visited

to determine their functions, their gaps and cooperation—if any—with public libraries. This Specialist position has been further expanded to (1) assist in coordinating information and referral services with the general reference area, and (2) to examine and evaluate procedures and techniques in order to assess the impact of information, referral, and reference services within the state.

The Division of Library Development and Services, stated its awareness of these needs in its publication, *Master Plan for the Development of Library Services in the State of Maryland 1976-80*, (Baltimore, 1974).

One of the major functions of public libraries, according to that document, "is to serve as a community information center and provide special information, materials, and services to local agencies."

One of its standards is that "public libraries should serve as centers of information on community and governmental programs, resources, and services."

One of its long-range planning goals is "to provide information and referral and other library services that will assist the educationally and culturally disadvantaged and to develop specialized information resources and services to local community agencies."

In its 1977 *Progress Report*, the Division of Library Development and Services reported that the Specialist in Information and Referral Services had worked with thirteen public library systems in the development and continuation of information and referral services. Eight of these systems received Library Services and Construction Act, (LSCA), Title I grants to support their programs. All of the presently operating services in Maryland public libraries were based upon studies of information needs.

The Maryland Department of Public Safety, Division of Correction and the Maryland State Library for the Blind and Physically Handicapped, Maryland Division of Library Development and Services have also developed information and referral services for their patrons. The Maryland Division of Correction was awarded an LSCA grant to expand existing library services and meet some of the informational needs of inmates in five state correctional institution libraries. To further expand their services, the library for the Blind and Physically Handicapped developed an information and referral service to be used primarily by its users throughout the state.



description of area

Maryland is a rapidly urbanizing state with eighty percent (80%) of its population concentrated in either the Baltimore or Washington areas. It has often been called America in Miniature because of its varied terrain. Its geography includes The Appalachian Mountains and miles of coastal shorelines. While its economic base includes a number of federal installations and heavy industries, it also contains a significant number of farms producing crops ranging from soybeans to tobacco.

Maryland's Eastern Shore, located east of the Chesapeake Bay is an unique area of the state. It is bounded on the east by the Atlantic Ocean and Delaware, on the south by Virginia, on the north by Cecil County, and on the west by the Chesapeake Bay. Consisting of eight Maryland counties, Kent, Queen Anne's, Caroline, Dorchester, Talbot, Wicomico, Somerset, and Worcester, the Eastern Shore contains approximately 3,373 square miles of land and water.

Maryland has not escaped the current economic slump, suffering an unemployment rate of 5.3% as of October, 1977. (Maryland Department of Employment and Social Services.) The unemployment rate on the Eastern Shore at that time was 6.4% in Dorchester; 7.7% in Wicomico County; 4.6% in Caroline and a high 19.7% in Worcester County. The Eastern Shore has many undereducated citizens. Only three of every twenty high school graduates who leave the area ever return to live there. Thirty-eight point two percent (38.2%) of the population of these counties in the 25-years and older age group has eight years of school or less.

Poverty and high unemployment are problems to be addressed and an expanded adult education program and more industry are needed. At the other extreme, it is "the land of pleasant living" for many of its well-to-do citizens, both native and new arrivals.

Dorchester County is Maryland's largest county with 688 square miles of land area and approximately 1,700 miles of shoreline. It has a total population of 29,405 (1970). Cambridge, the county seat, has a deep water port, and light industry, which includes food processing. Oystering, crabbing, and farming are important to its economy.

Although Salisbury is the trading center of the Eastern Shore, 37.9% of the county's land area is in farmland. Salisbury is progressive and was one of the first communities along the Atlantic Coast to support Atlantic Seaboard Offshore Oil Exploration and Development. Its population has grown from 39,641 in 1951 to 54,236 in 1970.

Worcester County has been labeled "Maryland's Ocean Playground" because of its booming tourist trade in Ocean City, located on the Atlantic Ocean. It is Maryland's fifth largest county with 483 square miles of land and 106 square miles of water. Forty-seven point five percent (47.5%) of this land area is farmland. Worcester County has a population of 24,442 (1970).

Caroline, with its pleasant county seat, Denton, is one of the poorer counties in Maryland. It has a population of 19,781 (1970), inhabiting 325 square miles, 64% of it farmland.

Social and physical changes, in recent years, have placed a great deal of pressure upon institutions set up to serve their residents with improved and effective services. The newness and quality of library facilities in each of these counties is indicative of community support for better library services. All four counties offer free library services to their communities through their headquarters, branches and book-mobiles. The Wicomico County Free Library in Salisbury, houses the headquarters of the Eastern Shore Regional Library and in this capacity, serves as the resource center for the other library systems on the Eastern Shore. These libraries may request any material, not owned locally, from regional and statewide resource centers, thus making available to all Eastern Shore residents the vast resources of the state.



funding

In February, 1975, the Division of Library Development and Services approached the U.S. Office of Education, Library and Research Demonstration Branch, with a proposal to develop information and referral service in three county libraries on Maryland's Eastern Shore. The U.S. Office of Libraries and Library Resources encouraged the development of the proposal and provided support through the planning, funding, and implementation stages.

The first year, funding totaled \$61,411.40, and was provided to develop and implement an Information and Referral Service for the residents of a three-county (Dorchester, Wicomico, Worcester) rural area on Maryland's Eastern Shore via the public libraries. (See Appendix D for breakdown of expenses.) Because competent personnel was crucial to the project's success, a total of \$45,300.00 was spent on salaries and constituted the major expense of this Project.

Travel and telephone expenditures were also substantial to insure the accuracy of information and its rapid dissemination. Local travel for the project staff was necessary to get to dispersed areas. Consultants were retained to train the project staff in the purpose of information and referral, in interviewing techniques, and in communication skills.

In the second year, with Caroline replacing Worcester County, funding was provided to strengthen and expand the Information and Referral Service and provide library programs which would satisfy the consumer information needs of residents of the three-county area. As with the first year, salaries constituted the major expense and increased to \$48,018.00. A total of \$66,299.98 was spent during the second year.



narrative of project

The overall OBJECTIVES of this project in the first year was to provide access to cultural, educational, and recreational information needed by the citizens of Dorchester, Wicomico, and Worcester counties. The Project was to further:

Train a corp of library personnel to provide information and referral services to the residents;

Increase the residents' expectations of the public libraries and their information functions in the county rural areas of Maryland's Eastern Shore;

Enable the public libraries to determine the residents' needs for information and services through the questions asked of the Information and Referral services project;

Relay the needs of the residents to the proper agency or organization;

Provide a model for other information and referral services in rural areas in the United States.

The project's overall objectives for the second year took a slightly different slant:

"to strengthen the Information and Referral Service and library programs for the residents of the three counties (Dorchester, Wicomico and Caroline) in order to satisfy their consumer information needs."

Its subordinate objectives were:

to train a corp of library personnel in preventive and remedial consumer activity;

to expand the file directory to include all available consumer information

to collect for distribution consumer materials from other agencies and organizations and to strengthen the libraries' collections in the consumer area;

to develop techniques and material to assist residents in these three rural counties in consumer decision making;

to disseminate the techniques and criteria to the residents of these rural counties;

to determine four consumer products and/or services of interest to residents in these three rural counties;

to hold two public meetings in each of the three counties, concentrating on the consumer products and/or services of interest to residents;

to establish communication and on going cooperation between the three rural public libraries and all state agencies established to provide consumer satisfaction to residents in these three rural counties;

to develop strategies helpful to residents of these three rural counties in securing remedial action when difficulties arise with the four consumer products and/or services of interest to residents;

to continue to provide information and referral services to the residents of the three rural counties via the public libraries in these counties.



The "Information and Referral Services for the Residents of Maryland's Eastern Shore" project was to demonstrate that public libraries could serve the information and referral function in rural areas. The ability of a public library to provide county residents easier access to informational, educational, and cultural resources would strengthen the public library as the community information center. An increased awareness of the public library and its information function was also an expected outcome. This Project hoped to provide a model, develop techniques, criteria, and strategies useful to other Maryland information and referral programs. Finally, the project would offer a forum through which agencies could communicate their common needs, problems, and solutions, which would enable these agencies to be more responsive to the needs of area residents.

STAFF

Selection of a strong, innovative, cooperative, and competent staff was essential. Requirements for the Project Staff were developed with a realistic assessment of the scarcity of Masters Degree librarians on the Eastern Shore. The job application specified that the Project Coordinator must have a Masters Degree in Library Science,

some experience in Community Outreach Service, and, if possible, residency in one of the three counties served by the Project. Specifications for the Community Aides included residency in the counties in which they were to work, active involvement in a community organization, or employment by an agency serving the site area, and an awareness of some of their county's resources and needs. All project staff met these requirements.

The Project Coordinator was assigned the task of training and supervising the Secretary and Community Aides in each of the counties; attending the Interagency Council meetings; maintaining communications about the project with the Library Administrators and the State Specialist; evaluating the job performance of the Aides and Secretary; developing the forms used in collecting information for the file directories and the forms for recording daily activities and expenses; reviewing the interview

sheets submitted by the Aides; and assigning subject headings for the file directories.

The tight job market proved beneficial. Project advertisements for the positions of Community Aides and Secretary resulted in an extraordinary number of applicants. One hundred and twenty-nine people applied for those four positions for the first year of the grant. Of those, 43 were interviewed by the Project Coordinator and the State Specialist; two of the Administrators participated in the interviews for their counties. The Administrator of the Worcester County Library preferred not to be involved in the interviewing for the Community Aide; instead, a selection was made of one of the top three candidates chosen from the interviewing sessions by the Project Coordinator and the State Specialist. (In the second year of the grant, when Caroline County replaced Worcester County in the project, the Caroline County Administrator participated in the interviewing of the Community Aide applicants for his county.) After careful consideration, the members of the project staff were hired. All were natives of the Eastern Shore and provided a good cross section of the population.

An encouraging sidelight of the interviews was that several applicants felt the information and referral service was so necessary that they volunteered their assistance even if they did not get the position.

The Dorchester County Public Library accepted the responsibility for administering the project; thus, the Project Coordinator and the Secretary worked out of the library's headquarters in Cambridge, as did the Community Aide for that county. For the purposes of fiscal management, all project staff were considered employees of Dorchester County Public Library. Dorchester County's Library Administrator willingly agreed to handle all financial paper work for the project. The Project Coordinator supervised the Community Aides in all matters regarding the development of the information and referral services. The Library Administrators agreed to the organizational pattern used for the project. Two of the Administrators remained comfortable with the organization, the third, later, objected to the arrangement.

TRAINING OF PROJECT STAFF IN LIBRARY SERVICE

None of the Community Aides had ever had previous experience working in a library. (In the second year of the grant, when Caroline County replaced Worcester County, the Caroline Community Aide had an MLS and Dorchester County and Caroline County Public Library experience; this considerably reduced the time required for library orientation.) The Library Administrators, the Project Coordinator, and the State Specialist agreed that the Aides must fully understand the function of the library, in order to integrate the Information and Referral Services into the library service as a whole. They also realized that the Aides would have to function competently in reference and readers' advisory services, since these would be included in their public service duties. To meet this need, training was given in these areas as well as training for information and referral services, as indicated in the Project application.

The State Specialist and the Project Coordinator conducted a workshop on Adult Readers' Advisory Services. Each Community Aide had to read ten books from the

booklist given to them. They in turn introduced these books to members of the group. At the workshop on Children's Services, Aides were required to read several children's books, and children's materials were discussed. The major emphasis of the workshop was the different approaches needed to serve children. The Community Aides also attended a three-day workshop on Reference Techniques held by the Eastern Shore Regional Library.

Community Aides spent the first month working on the reference and circulation desks to learn the procedures of the libraries and to integrate themselves with the library staff. This step was essential to eliminate the potential division between the project staff and the full-time staff. The full-time staff needed to feel confident about the ability of the project staff in order to respect their competency in the development of the information and referral service. Without this integration between project staff and full-time staff, the Project would have little chance of success.

TRAINING OF THE PROJECT STAFF IN INFORMATION AND REFERRAL

The training for Information and Referral Services included five workshops: (1) An Overview of Information and Referral Services as Delivered through a Public Library; (2) Techniques for Interviewing Agencies and Organizations to be Included in the File Directory; (3) Communication Skills; (4) Use of the File Directory; (5) Conducting Drop-Ins.

The State Specialist conducted the workshop, "Information and Referral Services as Delivered Through a Public Library." She explained the various studies documenting this need in Maryland. Emphasis was placed on the fact that this service would not employ social work or counseling procedures but would, hopefully, serve as a mechanism for encouraging greater use of the library's services. The second workshop was devoted to techniques for interviewing agencies and organizations to be included in the file directory. A video tape, de-

veloped by the Baltimore County Public Library for use during its development of information and referral services, was used as a guide. The staff found the video tape extremely helpful and felt they learned a great deal. Specifically, they observed the mistake of making assumptions, the necessity for following the data collection sheet carefully, and the difference that a friendly, relaxed manner can make during an interview. The second half of this workshop was devoted to role playing situations.

The workshop on Communication Skills developed in the project staff members the skills of active listening and an awareness of the other people's feelings. They received a greater appreciation of the role of emotions and non-verbal communication in information exchanges. This was done through the use of several exercises, all of which are included in the series title, *Handbook of Structured Experiences for Human Relations Training*, by William J. Pfeiffer and John E. Jones.

Description of procedures to be followed in delivering the information and referral services and

record keeping were included in the session on the Use of File Directories. Each Aide received a copy of "The Interview" — suggestions for conducting an information and reference interview in a library setting adapted from a similar document developed by the staff of Enoch Pratt Free Library's Information and Referral Services. With an explanation of the file, Aides were asked questions requiring a brief informational answer to demonstrate for them the characteristics of the file's organization, its focus, and use of vernacular terms. Role playing was done with more complex questions, requiring utilization of communication skills and specific information about the agency's services from the directory.

Drop-Ins were regularly scheduled visits to each component of the local information network, such as gas station attendants, local merchants, volunteer firemen, policemen and ministers. During the training

sessions on Drop-Ins, the State Specialist and the Project Coordinator went on a Drop-In with each Community Aide. Drop-Ins were designed to give information and referral staff direct personal contact with individuals in the community who have frequent contact with residents of the counties. They were developed to utilize the human tendency to seek information from familiar individuals such as relatives or friends. The purpose of information and referral was explained and each contact person was asked to inform customers or clients about the service whenever they felt it was appropriate. Aides asked permission to leave publicity flyers and brochures and to return periodically to see if there had been any questions asked.

TRAINING OF PERMANENT LIBRARY STAFF

As a means of blending Information and Referral Services into regular library routines, a thorough orientation and training of permanent staff was deemed important to help dispel any fears, apprehensions, or reservations they might have, to create a climate of enthusiasm and to develop confidence and competency in Information and Referral Services. In the initial orientation sessions, strong emphasis was placed upon various studies which have indicated a need for this type of service. Descriptions of public libraries providing information and referral services were reviewed. Staffs were alerted to the probable increase of telephone use, but were reassured that the service would encourage use of library services by people who have never used them previously and would give county residents a greater awareness of more traditional library services. The following points were also considered and underscored:

- (1) Information and referral service is a natural part and extension of reference service and a part of every staff member's job;

- (2) Library staff is already delivering information and referral service on a limited informal basis and that the project would enable them to develop an indepth information file directory which aims for total resource coverage of the counties involved;
- (3) Each participating library system would have an additional staff member to gather the information, to work with agencies, and to assist with the delivery of the information and referral services;
- (4) The service is available to all members of the public.

The Community Aides assisted the Project Coordinator and the State Specialist in conducting the training sessions on the use of file directories in each of their respective counties. Each session consisted of a description of procedures to be followed in delivering the Information and Referral Services, and of the record keeping necessary for the Project. Each staff member received a copy of "The Interview", suggestions for conducting an information and referral interview in a library setting. Staff members were asked a minimum of two questions, requiring a brief information answer, in order to demonstrate the characteristics of the file directory's subject index. All staff members in Dorchester and Wicomico, had the opportunity to role-play more complex questions. These counties allotted two hours per staff meeting, which also allowed the staff time to ask questions. The Library Administrator in Worcester County limited the two training sessions to half an hour each, thus limiting the number of staff able to participate in role playing.

Staff members who were initially hesitant became increasingly positive about the information and referral service as the meeting progressed. Many were pleased to encounter information about services they had not known existed. They were concerned about handling crisis questions, i.e., emergency fuel; but these concerns diminished as the service delivery got underway. By the conclusion of the meetings, they generally were enthusiastic and felt that the service would be extremely helpful. In August, 1976--after the project had been underway eleven months and the information delivery five months--a Wicomico County Library staff member confided to the State Specialist, "When you told us last October what you expected us to be able to do with this information and referral service, I thought to myself, 'Lady, you're out of your head!!', but you know, you were right."

DATA COLLECTION

The project staff used several methods to gather data for the community information file; telephone calls, interview forms and letters, personal visits (Drop-Ins) and group meetings. As materials were received, information was immediately processed and transferred to cards, then duplicated and arranged in final form for the three-county community information files.

The policy of the Information and Referral Services regarding the file directory was to include only information which would not be available from other library resources. Library resource materials were kept in ready reference and were not duplicated in the file. Information was included in the file directory to refer staff to specific reference tools in order to expedite the flow of information.

The file directory was divided into two sections of five by eight cards. The first section listed alphabetically by name, those agencies and organizations in the three county areas with such pertinent information as the name, address, telephone number, person in charge, service description, days and hours,

eligibility requirements and fees. The second section was a subject index to the first section; each subject heading card listed those agencies and organizations which provided the pertinent service. The subject index of the Baltimore County Public Library was used as the base for this project.

The files for each county included only those agencies and organizations which served that county. (Dorchester, Wicomico, and Caroline each had one copy of the file; Worcester had four copies – one for each branch.) A master file for the counties was maintained at the project headquarters in Dorchester County.

The master file, at the end of the project funding, held approximately twenty-one hundred (2100) Agency (Organization) Service cards and fifteen hundred (1500) Subject cards.

Generally, community agencies and organizations were very positive about the information and referral services, because they needed these services. Agencies were delighted to have the library collect and organize the information for them. However, some private organizations declined the invitation to be included in the file, either because their resources were so limited that they did not want their services publicized, or because their memberships were by invitation only.

Updating the file directory was done on a regular basis. When the agencies and organizations were interviewed initially, they were asked how often they should be contacted to keep the information in the file accurate. Responses were indicated on agency cards in the file and Community Aides checked on a monthly basis for updates. The updating was spread throughout a 12-month period. Additional updating was done whenever contact with an agency or organization indicated a change.



publicity

Publicity for the Information and Referral Services was purposely delayed until the project staff felt ready to deliver service. They were careful not to create a demand for a service they could not meet. Despite their close-mouthed approach, staff began to receive questions and queries long before they were ready to deliver.

The Drop-Ins proved to be the most effective source of publicity and also provided the type of exposure this project needed. During Drop-Ins, the information and referral staff explained the service and distributed the publicity flyers, brochures, posters, and telephone stickers. They answered questions about other library services and accepted information and referral questions. The Project staff visited police stations, fire departments, small businesses, restaurants, bars, hotels, clubs, organizations and local governmental offices. A total of six hundred sixty-two (662) Drop-Ins were conducted in these counties during the funding period.

The response of people contacted during the Drop-Ins indicated they were extremely successful. Everyone contacted was cooperative, agreed to display the publicity, and a majority were noticeably enthusiastic about the information and referral services. Drop-Ins also enabled project staff to learn what individuals thought of the Information and Referral Services:

The owner of the Tri-State Oil Company in Snow Hill (Worcester County) offered to mail flyers describing the service to his customers; a thousand people were contacted individually this way. When the head of the Delmarva Ecumenical Agency in Worcester County was visited, he was so pleased with the service that he offered to dispense the flyers for the service to churches and pastors. The Worcester County Office of Planning and Zoning found it "a helpful, needed resource". When the Dorchester County Community Aide visited a gift shop in Cambridge during a Drop-In, the owner agreed to distribute bookmarks in each bag of purchases. The Manager of the Farmers and Merchants Bank in Cambridge (Dorchester County), remarked,

"I know this program gives excellent results because I used it this past week." At an IGA grocery store in Caroline County, the clerks put copies of the information and referral brochures in customers' shopping bags. An insurance company employee in Caroline County observed that "this type of information is really necessary in a rural community" and that "city people are better equipped to cope with bureaucracy than rural residents." The manager of the Holiday Inn in Salisbury (Wicomico County) was pleased to learn that they had some place to locate information since "you wouldn't believe how many questions we get asked." Wicomico's Community Aide was told, "It's a good service," when the Salisbury mayor's office was visited.

Publicity posters, brochures, flyers, and telephone stickers were developed to publicize the Information and Referral Services. The logo was designed by a Dorchester County artist. The same materials were used in the three counties; while the flyers and posters listed only the number of the individual library system, the brochures contained pertinent information about all of the library systems participating in the project. Posters were displayed in all of the participating libraries. Each person checking out books was given copies of the flyers.

The first newspaper publicity covering the information and referral services was in the *Salisbury Daily Times* in Wicomico County; an article also appeared in the *Salisbury Advertiser*. A front page feature article in the *Cambridge Daily Banner* introduced the service to the residents of Dorchester County. An article appeared in the same paper commending the service on behalf of the Dorchester Citizen's Emergency Team; the service was described as an "outstanding resource". The Dorchester County Public Library also purchased three advertisements in the classified section of the *Banner* to publicize the service; these utilized the same logo developed for the poster, brochures, and bookmarks. The Community Aide in Dor-

chester County was featured in the *Daily Banner* when she interviewed the Director of the Foster Grandparents program. The *Banner* also contained an American Library Association news release on information and referral with a note from the editor concerning the Dorchester County Public Library's Information and Referral Services. The weekly *Dorchester News* also carried articles.

Caroline County was saturated with newspaper publicity when their service got underway. The five Caroline County newspapers carried a variety of news items about the service, ranging from interviews with the Community Aide to copies of the logo from the brochures.

The *Salisbury Advertiser*, an advertising newspaper delivered free to homes in the Salisbury area, asked the Wicomico County Library to develop a weekly column of interesting questions with answers. The Library Administrator and the Community Aide began to select a variety of reference and information questions asked at the library to be used in the column. These

questions, with answers, developed into a newspaper column titled, "Mr. Know-It-All". Dorchester and Caroline followed with similar newspaper columns "Do You Know?" in Dorchester County, and "Need an Answer? Call the Library," in Caroline County.

The *Salisbury Advertiser* also donated free advertising space to run a copy of the information and referral bookmark. Articles about the new service were included in the staff newsletter of the Peninsula General Hospital, as well as the newsletter of the Community Organization for Progress, Inc.

Television coverage for the information and referral service was obtained through the two cable television stations. In Salisbury, the commercial station (WBOC) periodically presented editorials concerning the Information and Referral Services; their broadcast area covers the three counties. The cable television station in Wicomico County regularly displayed a typed notice of the service. Cambridge Channel 3, the cable station operated by the Dorchester County Public Library (Sullivan Cable of Maryland holds the franchise), publicized the service by posting the information and referral bookmark on its scanning board and produced a

number of I and R programs. The library also provided "on demand viewing" of these programs for library users at the Central Library and Hurlock Branch.

Radio spots were developed and broadcast on four radio stations in Salisbury; one of them covering both Dorchester and Caroline Counties. WCEM - AM and FM (Cambridge) also promoted the project.

Publicity for the service came from some unusual sources. In his sermon, a priest in Caroline County referred to the library "as a place to get information". The Welcome Wagon, in Salisbury, distributed book-marks to students at Salisbury State College. The Peninsula General Hospital distributed copies of the information and referral brochures in its patients' information packets. Both the Pepsi Cola Company and the Delmarva Cleaners in Salisbury agreed to put a notice about the service on marques in front of their buildings when nothing else was being promoted. Both are in very visible locations, and provided excellent on going publicity.

Once the "word" was out about the service, the project staff found themselves inundated with invitations to explain the information and referral project to various community groups. After one such presentation in Caroline County, members of the Ruritan Club were so pleased with the service, that they passed a resolution to publicize the Information and Referral Services as one of their projects.

As a result of all this publicity, the project staff found themselves working closely with other agencies and organizations. The information and referral service assisted the Life Support Project with locating volunteers to help in a Cambridge Nursing Home. Project staff members assisted the Salisbury State College to establish a crisis hotline and counseling center, called Genesis. During the worst of the cold weather in February, 1977, the Wicomico County Council requested that all the agencies receiving requests for emergency services, (i.e., fuel, food), meet with them and relate their experiences. The Wicomico County Community Aide met with the Ministerial Association, the Salvation Army, Shore Up, and Social Services. The documentation provided enabled the county to prepare an immediate request for federal emergency assistance.

Public libraries in adjoining Talbot and Kent Counties were developing information and referral services about the same time. These two counties exchanged ideas, shared data and participated in joint staff training workshops with the project staff.

INTERAGENCY COUNCILS

The Library Administrators of the three public library systems belonged to the councils of social agencies in their counties. All councils of social agencies had been interested in developing information and referral services through the public libraries. Because of their interest in this service, they essentially served as the interagency councils for the project.

The councils met monthly except during July and August. The Library Administrators, the Project Coordinator and the Community Aides, attended those meetings in Dorchester and Wicomico Counties to communicate the development

of the Information and Referral Services and to be informed about the activities and concerns of the other agencies. In Worcester County, the Library Administrator preferred to attend those meetings without the Project Coordinator or the Community Aide. (The Caroline County Interagency Council was inactive during the second year of the grant when Caroline County joined the project.)

CITIZENS' ADVISORY GROUPS

The purpose of including the Citizens' Advisory Groups in the project application was to obtain feedback from residents of the counties. Similar groups provided input to a *Department of State Planning Survey*, which documented the need for an information and referral service. Including members of these groups was an attempt to build on this input. However, most of the people who had been in the original groups, were unable to serve - either because they had left the area or were too busy with other activities.

The Citizens' Advisory Groups for the different counties were established in different ways. The Wicomico County Library Board of Trustees recommended that the Wicomico Council of Social Agencies appoint the members of the group and that a member of the Board also serve. In Dorchester County, the Library Administrator selected key people in the community who would be helpful in publicizing the project. In Worcester County, the Board of Library Trustees decided to appoint itself the Citizens' Advisory Group. While the Citizens' Advisory Groups in Dorchester and Wicomico Counties were very supportive of the project, they duplicated, to a great extent, the input of the Councils of Social Agencies. Their existence helped, but was not crucial to the success of the project.

COOPERATION

The Director of the Wicomico County Teen Adult Center, made the following remark at a meeting sponsored by the University of Maryland to encourage interagency cooperation: "The library is the only agency actively working with the rest of the agencies in the community. They quickly give you the information you need. Anytime you need to know anything, call the library."



delivery of I and R services

The first six months of the Project were devoted to the organization of the service, training of the staff, gathering the information, organizing the file directory, and developing publicity.

In April, 1976, the public library staffs began recording the information and referral questions asked in the libraries. Questions were considered information and referral if the library staff had to consult the file directories for information. The required use of the file directories limited the number of questions credited to the Information and Referral Services, but it gave the library staff a necessary procedure to follow in record keeping.

The Information and Referral Services answered a total of 903 questions in the three counties from April through September, 1976. Dorchester County answered 533 of these questions, Wicomico County, 281, and Worcester County, 89. Caroline County received as many questions before their service began as two of the other counties did during their first two months of service delivery. We attribute this to the fact that many Caroline County residents received media publicity from other counties and expected their library

to have an information and referral service too. The project staff was able to answer 3,243 information questions from the information and referral files during the funding period.

The greatest number of requests was for information about community organizations. These ranged from names of officers of specific organizations, to a listing of all community organizations in the county. A sample of questions about community organizations included:

1. What organizations have members who might be willing to volunteer at Industries for the Blind?
2. What information do you have about a kennel club in the area?
3. What information is available about the local veterans association?
4. What organizations exist for the handicapped?
5. Is there a local chapter of Easter Seals here?
6. Has the Wicomico County Council on Arts published a calendar?
7. Is there a writers' club in the area?
8. Is there a list of organizations for blacks in the county?

The miscellaneous category was the second largest; this included directional information and tended to be a catch-all for busy staff members. Consumer information was the third largest category of questions. It had the greatest number of questions of any of the specific subject categories.

This category of questions served as a basis for the second year's funding and led to the planning of a series of community consumer information programs. There were six programs, two in each county. The first series was presented by the Maryland Consumer Protection Division Office, set up in Salisbury to serve the entire Eastern Shore. This office was opened in response to the tremendous increase in questions that State Attorney General's Consumer Protection Office in Baltimore received from the Eastern Shore, after the Information and Referral Services got underway. A representative from this office spent time bringing county residents up-to-date on the new Maryland consumer protection laws and explaining how the service could help Maryland's citizens on the Eastern Shore.



"Over the Counter Drugs" was the topic for the second series of consumer programs. This special series of informational programs on non-prescription drugs was presented by staff of the "Consumer Survival Kit", a weekly consumer education television series produced by the Maryland Center for Public Broadcasting. The attendance at these programs was low, yet speakers found themselves bombarded with question and requests for further information.

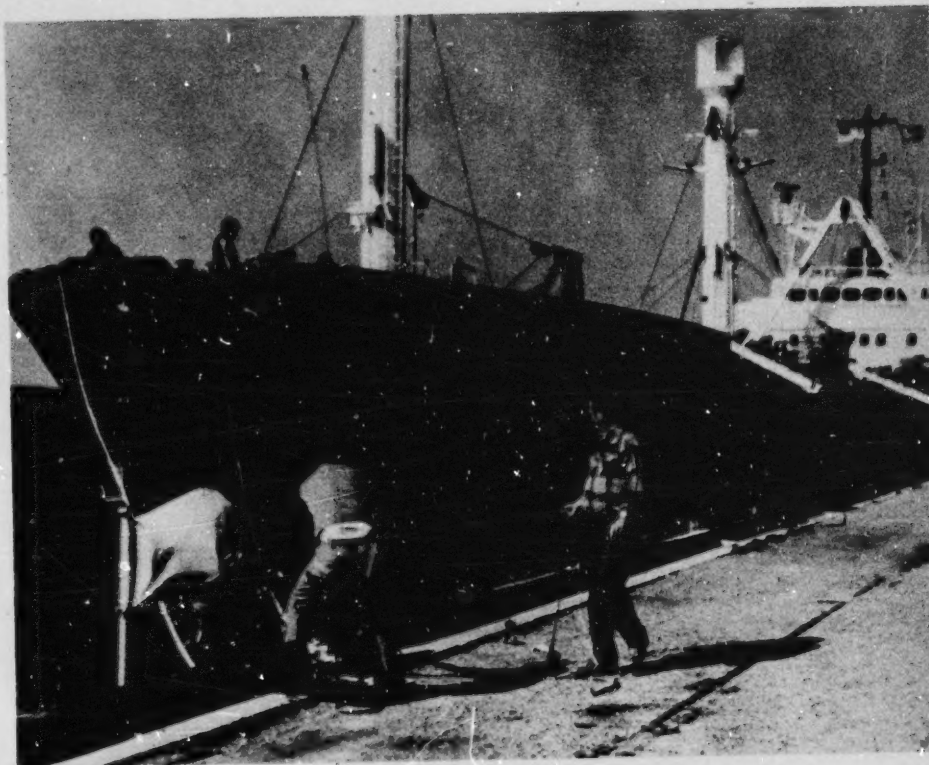
The staff received a wide variety of questions through the Information and Referral Services. The following twenty questions are examples of questions the libraries were able to answer because of this new service:

1. Where can we obtain a lifeguard for the retarded?
2. Is there a law against opening a topless restaurant in Cambridge?
3. Where can I obtain assistance about a problem with job discrimination?
4. Where can a handicapped businessman obtain a loan?
5. What is the schedule for the tug boats on the Wicomico River?
6. Is emergency assistance available for rape victims?
7. Where can emergency funds for funeral expenses for the wife of a disabled veteran be obtained?
8. Where can I get information on the nearest ski resort?
9. Do any farms in the area raise harness horses?
10. Can you burn leaves within the town limits of Denton?
11. How does a migrant become a U.S. citizen?
12. Is an interpreter available for a deaf mute in court?
13. Are there any allergy clinics in the area?
14. Will medicare handle part of the cost of getting eyeglasses?
15. Which organization can assist a woman who feels she is being unfairly treated about an FHA mortgage?
16. My lawyer is not helping me to get my children back. Is there a woman's group that can help me?
17. Where do I write to complain about industries which do not comply with the Federal and State Safety and Health laws?
18. Can you give me the name of a minister in the area with expertise in counseling?
19. Where can a collection of model boats be appraised?
20. Where can I have a porcelain pattern identified?

The number and variety of questions asked of the Information and Referral Services was indicative of patron satisfaction. A Wicomico County patron, who had been having difficulty with her landlord about a security deposit, said that she didn't know what people would do without the service and that, "everyone else makes you get an appointment and then you have to give them your life history, while this service just talks to you right away." Another woman called about concert groups in the area; she told the staff member that she had called sometime ago about employment and housing. "I am

married now, so those problems are solved!" A Caroline County resident stated that, "If the service had been in operation when we first moved here, it would have been most helpful."

Many community agencies and organizations turned to Information and Referral Services with a variety of requests for assistance. An Optimist Club requested that Information and Referral Services indicate possible new projects for them to undertake to meet community needs. An agency from another state, Delaware State College, called for a list of educational resources on the Eastern Shore. A radio station in neighboring Somerset County used the files extensively; the station director said that it had been a "tremendous aid" in planning programs. One of the most appropriate comments about this project came from the Director of the Catholic Social Services in Caroline County who was delighted with Information and Referral Services because "services in this area are so scattered."



evaluation

Although the Project Coordinator and Library Administrators did not set up any formal "in-house" evaluation, there was evidence of continuous assessment throughout the funding period. Aides were scheduled to work in their individual libraries several hours a week in the public service areas, to find out what questions were being asked by the public and to assist in answering these questions. Aides were required to keep a daily log of their activities, contacts, and interviews. Once a month the Project Coordinator met with Community Aides to review activities, discuss problems, develop strategies, and update the service. All logs were examined and reviewed with the Aides by the Project Coordinator. The Library Administrators shared in this assessment also, through monthly meetings with the project staff. The exchange of ideas, sharing of information, critiques of the service, revisions, and refinements were constant tasks of all involved staff.

Midway through the delivery of Information and Referral Services, the State Consultant and Library Administrators invited two information and referral experts to do an evaluative

study of the project. The evaluators, Robert Croneberger, Jr. and Carolyn Luck had both worked at the Detroit Public Library. They were instrumental in planning and implementing TIP (The Information Place), Detroit's community information and referral services. Later they moved to the Memphis and Shelby County Public Library and Information Center, Memphis, Tennessee, where Mr. Cronberger serves as Assistant Director for Public Services and Ms. Luck is Head, Community Information Project. Mr. Cronberger and Ms. Luck have written articles on community information and referral projects and are strong advocates of information and referral in Public Libraries.

The Evaluators termed their report a "process" evaluation. They used six different questionnaires, hoping to get specific information, which would facilitate the evaluation. The questionnaires used:

1. Pre-site Visit

These questionnaires were sent prior to the Evaluators' visits to the Project Coordinator, Library Administrators, and Community Aides.

2. Administrative

This on-site questionnaire was used to interview the three Library Administrators and the Project Coordinator.

3. Service Staff

This questionnaire was used to interview the Project Coordinator, Community Aides and a random sampling of the regular staff in each library.

4. Agency

Each county was asked to select five community agencies, which used the service and five which didn't.

5. Advisory Board

A questionnaire was sent to selected Advisory Board members from each set of Advisory Boards.

6. User

A questionnaire was used to sample library users.



They also used monthly reports from the Project Coordinator; quarterly reports; information and referral question logs; the original proposal of the project; the *1976-1980 Master Plan for the Development of Library Services in the State of Maryland*; Demographic Statistics; *Table of Statistics-Maryland Libraries*; forms used in the project; the information and referral card file; job descriptions and local newspapers. From the questionnaires, on-site visits; and other materials, the Evaluators were able to provide a thorough evaluation of this project.

Their suggestions, based on their understanding of the area, were on the whole helpful. The project staff felt the implementation of their ideas, where possible, would benefit the project.

(Note: For full report, see: *Evaluation Report of the Information and Referral Services to Residents of Maryland's Eastern Shore* by Robert B. Croneberger, Jr. and Carolyn Luck, October, 1976).



problems encountered-objectives not met

POTENTIAL DUPLICATION OF SERVICES

Inherent in the development of an information and referral service is the concern on the part of some agencies that the information and referral services will duplicate their activities. Most responsible public service personnel do some information and referral in their jobs. Some agencies feel that they are already providing that service. However, while they may be doing so within their specified areas, they are not able to offer a comprehensive service for an entire community or area.

Two instances illustrate the problem. In one case, the Maryland Lung Association office, based in a neighboring county was developing a Voluntary Action Center to coordinate the volunteers in the counties on the lower Eastern Shore. The Association was concerned about duplication because the Information and Referral Services included information about agency use of volunteers. The tremendous potential for cooperation was realized once the project was explained and illustrated.

In the other case, a professor at the University of Maryland, Eastern Shore

was developing a *critical* study of social service agencies in Wicomico County to be distributed to the public. When this individual found that the three county information and referral program encompassed more than just social service agencies, that its primary purpose would be informational rather than *critical*, and that the file directory would be updated more frequently, he supported the project. The interviewing of social agencies by the professor shortly before the Community Aides began their Drop-Ins, caused an initial reluctance on the part of some agencies to cooperate. In both instances, these two non-library projects were much narrower in scope and confined to a specific area. The Information and Referral Services did not in any way duplicate their services.

PHOTODUPLICATION OF THE FILE DIRECTORY

Initially, the local project staff planned to photoduplicate the cards for the file directories. However, the weight of paper necessary for the cards was not compatible with the library's photocopying machine. The Baltimore County Public Library agreed to contract with the project to photocopy the cards on its machine. Unfortunately, increasing demands on the Baltimore County Public Library machine from its staff made it impossible for this arrangement to be continued. Plans were then made to adapt the machine at Dorchester County Public Library for the photoduplication of the cards so this process could be handled locally as originally planned. This adaptation was not possible. Fortunately, the Project Coordinator was able to use photocopying equipment at the local Xerox Corporation office for the duration of the project. While this may seem minor to the total operation, scheduling outside equipment use was time consuming and frustrating to the Project Staff. Updating is an essential component, and up-to-date information in the file is crucial to the efficient operation of information and referral services.

PUBLICITY

While the Information and Referral Services received a great deal of exposure through all types of media, outreach, and word of mouth, the Project Staff and Administrators were aware of the difficulty the public had understanding the term "referral" and its relationship to the library. No matter what the service is called, it is the responsibility of the library to train the staff to guide the public to the information they are seeking. The Administrators did agree that it would have been easier to publicize the Information and Referral Services as the Community Information Service and the library as the Community Information Center.

FOLLOW-UP

Follow-up is a procedure during which the Information and Referral Services staff members contact the person needing information or assistance to find out if the referral they received enabled them to obtain what they were seeking. Little formal follow-up was done in this project. Most of the questions asked of the service were such that follow-up was not necessary. The Project Staff and Administrators through their knowledge of the area

were reluctant to do formal follow-up for the following reasons: (1) potential hostility from the agencies who might think that the libraries were checking up on how well they were doing their jobs; and (2) resentment on the part of the patrons who might consider it an invasion of privacy. Some follow-up of course was done when necessary. Most information and referral questions do not require follow-up. But, follow-up is an invaluable procedure which should be firmly established when the service is set up in a library system. Many librarians do follow-up without ever thinking about it, e.g., "Did you find the book or information you were looking for?" or "May I assist you in locating additional information?" Calling the appropriate organization or agency for a patron is simply another form of follow-up.

Follow-up can help to reveal the accuracy of the information and referral file; point to the skill of a staff member in interpreting a patron's need; and indicate the effectiveness of the agency to which the patrons are

referred. Follow-up may be thought of as the check and balance of information and referral.

Both sets of objectives (first and second year) appeared workable, realistic, and practical. The first year's objectives were met and carried out as planned by the Project Staff, library staff, and Administrators. In the second year, when Worcester dropped out and Caroline (involving administrative and training time) came in, the Project Staff encountered some difficulty in meeting some of the objectives as outlined.

Three objectives were not successfully met:

- to develop techniques and criteria to assist residents in these three rural counties in consumer decision making;

- to disseminate the techniques and criteria to the residents of these rural counties;

- to develop strategies helpful to residents of these rural counties in securing remedial action when difficulties arise with the four consumer products and / or services of interest to residents.

In planning the project for a second year, it appeared feasible that these new objectives could be accomplished. Nevertheless, as the original service was expanded to include additional objectives, staff may have realized that all of them could not be met as they were established. Thus, these three were left to be handled at some other time.

Taken separately, these problems and unmet objectives could possibly have been handled more efficiently or differently. It was inevitable that some problems would occur, given the limited time and county change over, in setting up and carrying out these objectives, and the difficulty of initiating a new library service.



conclusion

This project was established to demonstrate that public libraries could serve the information and referral function in rural areas. In order to assess this function, it may be necessary to describe a few of the activities as outlined by the Project Coordinator in the monthly reports.

February, 1976, "The Dorchester Citizens Emergency Team gave the Dorchester County Library Community Aide a list of eleven people needing transportation and other services the DCET could not supply. All of these referrals were put in touch with agencies that could serve them. One of these referrals was a woman in an isolated area of the county on Hoopers Island. She needed weekly injections for a heart condition but had no transportation to come to Cambridge to the doctor. The Aide found out from a library staff member that there was a nurse who lived in the area. Then the Aide contacted the Geriatric Evaluation Service of the Dorchester County Health Department. The staff there made arrangements for the nurse, who lives in the neighborhood, to give the woman the injections. Further examination showed that the woman was visually handi-

capped and had no heat in the house, so Geriatric Evaluation has taken care of that, too. This was the most involved of the referrals, but indicated how complicated even a simple transportation request can get."

July, 1976, "In Wicomico County there was no lack of contacts in the metropolitan Salisbury area, but the library needs more rural contacts. We located contact persons in the outlying areas through the assistance of the staff of the Home Economics Division of Cooperative Extension. We'll be using the same procedure with the other two counties."

August, 1976, "Through the month, we have continued our community Drop-Ins, trying to reach those areas of the counties we've not formerly contacted. Each Aide has been keeping a map of Drop-In sites, using color-coded pins to designate what type of place it is - grocery store, beauty parlor, etc. These maps have been good for us to see where we've been and not been, and in two counties, they have led to suggestions from the library staff of new places to approach."

December, 1976 - "Something else I've found beneficial are the meetings called by the Specialist in Information and Referral of the directors of information and referral projects in the state. We had a meeting of this group in December. It's enlightening to find that so many of our rural experiences are similar to those of staff working in urban areas."

August, 1976 - "Our Dorchester County Aide in conducting interviews to get information for the file had noticed that there seemed to be a scarcity of programs for women in the community. She brought this up with some other interested agency personnel, and as a result, the Women's Self Improvement Group, co-sponsored by the library and other community agencies, was planned."

February, 1977 - "Our Information and Referral Project is slowly becoming a real part of the community's service. In Wicomico County, the Community Aide appeared before the Wicomico County Council to report on the progress of the project."



Following the presentation, the Aide joined another group reporting to the council on emergency help. The council had received many calls about emergency services (food, fuel, etc.) during the winter and requested that those agencies receiving requests of that nature relate their experiences. Among those agencies invited to speak was Information and Referral Services."

March, 1977—"Clubs are quick to respond to requests for help. In using the file to try to locate assistance for a family needing food, the Caroline County Aide called a local club. In recontacting the club, the Aide found that they had taken on the family as a club project."

June, 1977—"We've received thanks for aiding in the establishment of the Foster Grandparents Program in Dorchester County by publicity, TV programs, and referrals."

February, 1977—"The Information and Referral Staff tries to attend as many meetings covering social issues and services as we can fit into our schedules. These meetings are necessary to give us leads for information for our files

and libraries, to give us contacts with people in the human services fields, and out of this area, to give the Eastern Shore visible representation. At many of the meetings we attend, we are the only people representing libraries and are the only ones from the Shore. People we meet are often surprised that our libraries offer such a variety of community-involved services."

These commentaries are examples of the type of services offered and reflects the distinct flavor of Information and Referral Services as it was set up in the four counties. By necessity, this service adjusted itself to the needs and peculiarities of its community. The basic elements of an information and referral service: skillful staff, accurate information, cooperation and coordination between community agencies and organizations, effective publicity, accessibility, and accountability, were evident. The level of service and community involvement on the part of staff was much more personal than that which is found in many urban areas.

Ann H. Drennan concludes in her study, *Library and Information Service Needs of the Geographically Remote*:

To meet the information needs of the geographically remote, a community information center (ISC) is recommended with:

- (1) Physical and financial attachment to the public library.
- (2) Cooperation with other community agencies. The ISC would share materials, clientele, and referral services with the rural cooperative and with other community agencies.
- (3) A trained staff of professional information seekers and coordinators and para-professional transmitters.
- (4) Availability of needed materials and/or resources.

What happened in Dorchester, Wicomico, Worcester and Caroline Counties on Maryland's Eastern Shore demonstrated these recommendations.

The success of "Information and Referral Services for Residents of Three Counties of Maryland's Eastern Shore" (Dorchester, Wicomico and Caroline) may be attributed to a number of factors:

- (1) Administrative commitment
- (2) Historical cooperation of the organizations and agencies in the three counties
- (3) Effective publicity
- (4) Thorough training of the staff—both project and permanent
- (5) A receptive community
- (6) The successful integration of the Information and Referral Services into regular library reference services.

Of paramount importance was the complete commitment and dedication of the Administrators, Staff, and Trustees. The Administrators, Staff, and Trustees of the Dorchester County Public Library, the Wicomico County Free Library, and the Caroline County Public Library gave the Information and Referral Project that support. The Administrators of the three counties participated fully in interviewing the applicants for the Community Aide positions. The permanent staff members of these library systems cooperated fully in the library training of the Community Aides.

Both the Administrators and the Staff actively participated in all training sessions. Staff members moved into using the files as another reference tool with very little difficulty. They assisted in publicizing the service through the media and Drop-Ins. The Boards of Library Trustees in Dorchester and Wicomico Counties supported the setting up of the first year Citizens' Advisory Groups.

Unfortunately, the Worcester County Library was not able to demonstrate similar commitment, and in September, 1976, that library system elected to withdraw from the Project. In Worcester County, the Library Director saw the Information and Referral Project essentially as a means of obtaining additional personnel; it was not accepted that an information and referral service had a useful function. The Director's expectations did not match what was outlined in the proposal. The expectations and sentiments of Worcester's permanent Library Staff and the Board of Trustees, for the most part, reflected those of the Director.

Worcester County Public Library's declining to participate was an untimely action. However, it serves as an example of how a project can fail. Without the sincere commitment, understanding, enthusiasm, and involvement on the part of the Administration, it is very unlikely that any idea or project will survive. The community point of view was entirely different. Some Worcester County residents expressed the need for continuation of the service to staff members of the Wicomico County Library. Statements of support from Worcester County governmental agencies and from the Mayors of Snow Hill and Ocean City also indicated a need for the service. In their meeting on September 28, 1976; the members of Wicomico County's Citizens' Advisory Group went on record as "Being very concerned for the citizens of Worcester County, since their library dropped out of the project."

Worcester County was replaced in the project by the Caroline County Public Library. The library and its staff were eager to participate and the service was well received by the

community - so well received, in fact, that the library was officially named the "Information Center" for Caroline County by the Caroline County Commissioners and the "Information Center for the Maryland Commission on Aging" in Caroline County (Upper Shore Aging, Inc.).

In Caroline County, when the federal funding ended, the Community Aide was kept on as the library's Reference and Information Specialist. A legal referral service has been implemented as a result of the publicity given the Project. The service is advertised in county newspapers, and the Caroline Bar Association purchased an advertisement in the local telephone directory. The library has been involved in programming in county nursing homes and for the Commission for the Handicapped. Weekly newspaper articles about library activities and the "Need an Answer? Call the Library" column are continuing.

In Wicomico County, the Community Aide was also hired and designated the library's Coordinator of Information and Referral. Unfortunately, publicity for the project was curtailed by the County

Commissioners because another community agency is vying for the right to offer similar service. This library's new Director, however, has set the resumption of publicity as one of the library's priorities. Meanwhile, other community agencies have continued to use the file extensively. The Information and Referral Coordinator has worked with the United Fund and served as an advisor to a council whose primary service is for the child and child-related problems. The local Ministerial Association has also asked the Information and Referral Service to serve as a feedback for any emergency questions.

The picture in Dorchester County has been slightly different. Budgetary problems restricted the hiring of needed staff. The Project Coordinator was hired to fill the vacant head of Children's and Young Adult Services position. The Community Aide (now CETA funded) was assigned half-time in Information and Referral and half-time in Children's Services. Later when this individual resigned, a new staff member was hired in this CETA position and the position became a part of the Adult Services Department. This person is responsible for updating, Drop-Ins, and the coordination of the Information and Referral Service. Locally produced community information programs continue to be televised. Community agencies have grown ac-

customed to using the files on a regular basis for their community information needs. The "Do You Know" column is now called, "Library Hotline," and appears weekly in the *Banner* with excellent community response. A library produced community directory is in process of being updated.

The three counties have included information and referral as a part of reference service. They have observed a substantial increase in the number of telephone calls, reference questions, and service to readers with the addition of Information and Referral Services. The impact that this new service has made upon the various communities is still being measured. The library Staff in each county has become more knowledgeable of the interrelationship of the library to organizations, agencies, and the total community. The Library Administrators agree that ongoing publicity is essential and that continual updating, and adding new materials is vital to this service. All agree that information and referral is an absolute necessary component of relevant and effective library services.

INFORMATION AND REFERRAL SERVICE FOR RESIDENTS OF MARYLAND'S EASTERN SHORE

PLANNING MODEL—PROCEDURES

The following procedures were used in setting up this project. After the initial service was established, subsequent additions were simpler because the basis had been established.

I. Establishment of Project

A. Introduced Program to Staff.

1. Explained purpose of information and referral in public libraries.
2. Encouraged their input about needs they had observed.
3. Explained studies which had documented the need for information and referral services in Maryland.
4. Described tentative plans for organizing and implementing this project in the three counties.

B. Introduced Program to Boards.

1. Explained purpose of information and referral in public libraries.
2. Explained studies which had documented the need for information and referral services in Maryland.
3. Requested their suggestions and honest responses.

C. Introduced Program to County Agencies and Organizations

1. Explained studies which had documented the need for information and referral services in Maryland.
2. Explained the purpose of information and referral in Maryland.
3. Explained how this project would be organized and implemented in the three counties.
4. Solicited their suggestions and participation.

D. Worked closely with councils of social agencies, ministerial councils, and other community groups.

II. Cost Factor

A. Determined number of additional staff needed.

B. Planned Budget

1. Personal Salaries (including fringe benefits).
2. Travel.
3. Supplies.
4. Other—telephone, consultants, equipment rentals

III. Staff Training

A. Conducted inservice training sessions for Project Staff.

1. Library Service—all areas
2. An overview of information and referral service as delivered through a public library.
3. Techniques for interviewing agencies and organizations to be included in the file directory.
4. Communication Skills.
5. Use of the file directory.
6. Conducting Drop-Ins

B. Conducted Inservice Training Sessions for Permanent Library Staff.

1. Techniques for interviewing agencies and organizations to be included in the file directory.
2. Use of file directory.
3. Conducting Drop-Ins.
4. Review communication skills.
5. Procedures for delivering the information and referral services.

C. Data Gathering.

1. Developed interview forms and letters.
2. Telephone Calls.
3. Developed Drop-Ins -designed to bring the staff directly into contact with the residents of the community outside of the library.

D. Developed Use of File Directory.

E. Emphasized communication skills needed to deliver information and referral service.

IV. Established Citizen Advisory Groups and Interagency Councils.

V. Publicity.

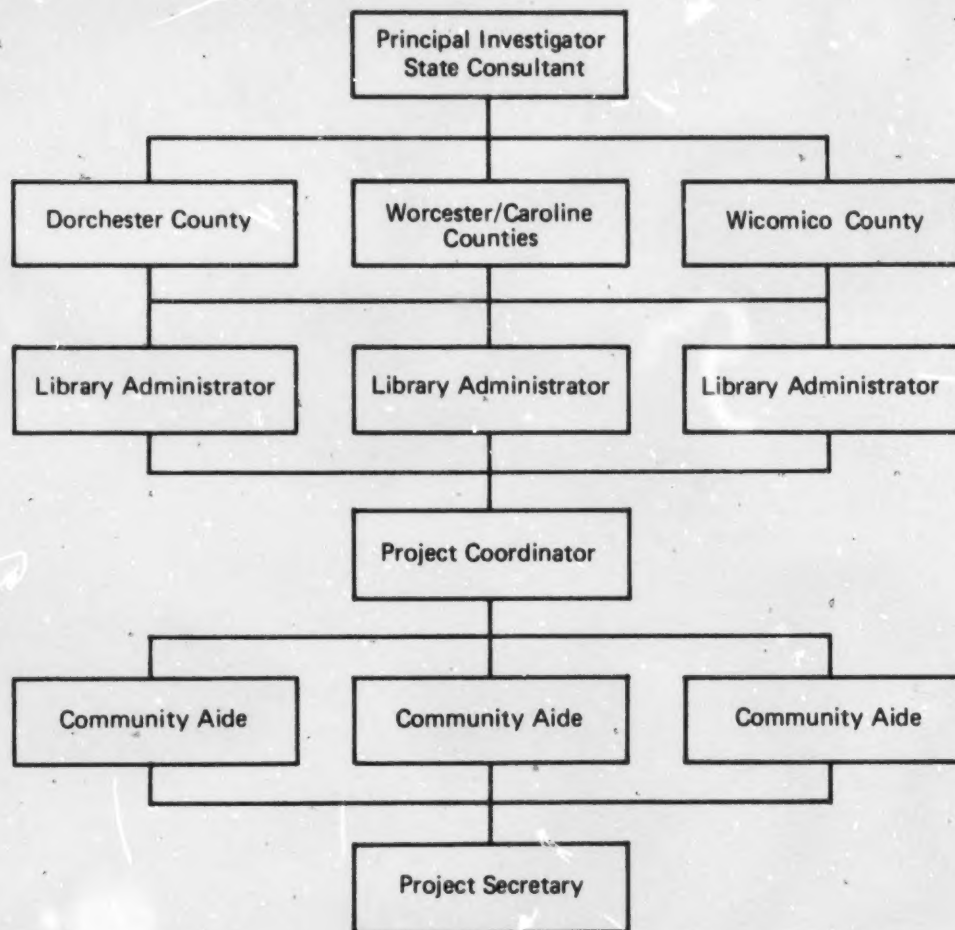
- A. Drop-Ins.
- B. Disseminated information through meetings of various clubs, agencies, and organizations.
- C. Designed logo for publicity.
- D. Publicized service through
 1. Newspapers.
 2. Radio.
 3. Television.
 4. Brochures, posters, fliers, telephone stickers.

VI. Evaluation Data

- A. Number of information questions received.
- B. Number of questions asked in each subject area of the information and referral service.
- C. Number of contacts made to get information for the community information file on agencies and groups.
- D. Number of reference and information questions.



APPENDIX A Organizational Chart



Appendix B - Project Staff

Project Coordinator

Susan Steele

A native of Wicomico County and a resident of Dorchester County. Her professional career has been with the Prince George's County Memorial Library (Maryland) where she held a variety of positions in the branches and on the bookmobile, including the position of Head of the Division of the Visually and Physically Handicapped. She has assisted in the training of volunteers for both the Division of Vocational Rehabilitation, Maryland State Department of Education, and the Maryland Cooperative Extension Service. Before she received the MLS degree, Ms. Steele worked with both the Wicomico County Free Library and the Eastern Shore Area Library. In this project she was responsible for training and supervising the Secretary and the Community Aides in each of the counties; attending the Interagency Council meetings; maintaining communication about the project with the Library Administrators and State Specialist; evaluating the job performance of the Aides and Secretary; developing the forms used in the project; reviewing the interview sheets submitted by the Aides; and assigning subject heading for the files.

Community Aides

Caroline County

Julianne R. McCauley

A resident of Caroline County for many years. She worked with the Caroline County Public Library before earning her MLS degree. Prior experience included substitute teaching, teacher's aide, community volunteer, and home economics teacher for mentally retarded children. Her experience on the library staff of Dorchester County during the first year of the project's operation was a real advantage.

Dorchester County

Octavene Saunders

A native of Dorchester County, had worked as a nutrition aide for the Cooperative Extension Service. Her community commitments included membership on the Board of Directors for the Title II Nutrition Program, the Human Resources Commission of Dorchester County, and the Dorchester County Planning Commission. Because of her work with the Dorchester Women's Council, she received a four-year appointment from Acting Governor Lee to the Maryland Commission for Women while serving as a Community Aide in Dorchester County.

Wicomico County

Judy White

Ms. White joined the Project as Community Aide for Wicomico County to replace Ms. Mary Virginia Young who resigned shortly before her daughter's birth. Ms. White had previously worked with the Commission on Aging before joining the staff. Previous community experience included: Secretary and Treasurer for the Wicomico County County Council of Social Services and Director of the MAC Senior Citizens Program for the county. She organized the Young Homemakers for Worcester County in 1972 and helped to organize Community Christmas Concerts in Salisbury (1966-1975).

Mary Virginia Young

Ms. Young had worked as a Census Enumerator in Wicomico County and as a Headstart Teacher for Shore-Up, Inc. Her community activities have included volunteer work with the Girl Scouts and the Wicomico County Nursing Home, as well as working as a translator for the Vietnamese Refugee Committee. She was a native of Wicomico County.

Worcester County

John Evans

Mr. Evans worked as a substitute teacher in Worcester County High Schools and taught high school in Dorchester County. He also worked as an agent for Home Beneficial Life Insurance. His primary community involvement was with churches, where he served as church pianist and worked with students.

Appendix C
Administrators

Mary L. Eidleman

Principal Investigator
Specialist in Library
Information and Referral
Service. Division of
Library Development and
Services - Maryland State
Department of Education -
November, 1977

Mary D. McNally

Project Administrator
Director,
Dorchester County Public
Library. Cambridge,
Maryland

Lucy Horsley

Director,
Wicomico County Free
Library. Salisbury,
Maryland

Esther Flory

Director,
Worcester County Library
Snow Hill, Maryland

George Sands

Director,
Caroline County Public
Library. Denton, Maryland

Mrs. Horsley and Mrs. Flory retired in 1978.

Appendix D - Project Budget

First Year

A. Personnel

Project Coordinator	\$ 14,800.00
Secretary	5,000.00
Community Aides (3 at \$8,500 each)	25,500.00
TOTAL:	\$ 45,300.00

B. Fringe Benefits

Medical Insurance, social security, retirement	\$ 4,616.40
--	-------------

C. Travel (out-of-state; in-state)	5,200.00
------------------------------------	----------

D. Supplies	2,000.00
-------------	----------

E. Other

Telephone, consultants, equipment, rental	4,295.00
---	----------

TOTAL: \$ 61,411.40

Second Year

A. Personnel

Project Coordinator	\$ 15,688.00
Secretary	5,300.00
Community Aides (3 at \$9,010 each)	27,030.00

B. Fringe Benefits

Medical insurance, social security, retirement	5,281.98
--	----------

C. Supplies	2,000.00
-------------	----------

D. Other

Telephone, consultant, equipment, consultant's final report	11,500.00
---	-----------

TOTAL: \$ 66,299.98

TOTAL FOR TWO YEARS: \$127,711.38

APPENDIX E

INFORMATION AND REFERRAL STATISTICAL REPORT

MAJOR SUBJECT AREAS	DORCHESTER							WICOMICO							WORCESTER						
	Apr., '76	May, '76	June, '76	July, '76	Aug., '76	Sept., '76	Oct., '76	Apr., '76	May, '76	June, '76	July, '76	Aug., '76	Sept., '76	Oct., '76	Apr., '76	May, '76	June, '76	July, '76	Aug., '76	Sept., '76	Oct., '76
AGED & RETIREE	3	5	3	1	1	6	5	0	1	1	1		4	10	0						
ANIMALS	1	2	2			1		2		1		1	1	2	0						
BUSINESS/PROFESSIONAL	2	3	3	4	2	4	9	0	2	2	1	2	4	39	1			2	1		
CHILDREN/CHILD CARE	1		1		5	5	7	0				2	1	7	0						
COMMUNITY ORGANIZATIONS	21	11	11	14	5	21	37	2	8	7	3	19	14	44	4	5	8	5			
CONSUMER SERVICES	6	11	9	18	6	18	54	0	1	3	2	16	17	23	1	2		1			
EDUCATIONAL & CULTURAL SERVICES	1	1	5	22	17	27	45	2	4	4	1	7	10	25	2	2	1		1		
EMPLOYMENT/VOCATIONS	2	4	4	8	1	2	5	0		1	2		8	13	2		1	3			
ENVIRONMENTAL SERVICES	1		1	3	1	2	8	0						5	1						
GOVERNMENT	7	2	8	7	4	6	24	0	4	3	1	3	4	15	1	1			5		
HEALTH/MENTAL HEALTH/SEXUAL HEALTH	2	2	9		4	11	16	1	1	2		3	7	22	3	1		6	2		
HOUSING	1	1	2	4	3	1	3	0	1			3	4	8	0						
HUMAN RELATIONS/COUNSELING	1	3	1		2	1	4	0			2		4	5	0		1				
LEGAL SERVICES	1	1	5	3	1	2	15	0	1		4	3	2	11	2		2				
LICENSES, PERMITS, INSPECTIONS	0	1	2	1	1	1		0		2	2		4	3	0			1			
RECREATION & LEISURE	3	3	6	7	4	8	12	0	2	1	1	2	2	10	1	2	2		1		
RELIGION	2		2					0				1	1	2	1				1		
SOCIAL WELFARE	2	1	3	1			2	0		3	1	10	7	16	1						
MISCELLANEOUS	4	13	15	12	15	15	18	0	6	3	1	9	11	10	3		3	1	2		
Total:	61	59	92	107	72	131	264	7	26	35	26	81	105	280	23	13	21	20	13		

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APPENDIX E

INFORMATION AND REFERRAL STATISTICAL REPORT

MAJOR SUBJECT AREAS	DORCHESTER						WICOMICO						CAROLINE					
	Nov., '76	Dec., '76	Jan., '77	Feb., '77	Mar., '77	Apr., '77	Nov., '76	Dec., '76	Jan., '77	Feb., '77	Mar., '77	Apr., '77	Nov., '76	Dec., '76	Jan., '77	Feb., '77	Mar., '77	Apr., '77
AGED & RETIREES	2	2	2	8	7	12	2	5	3	3	3	2			9			
ANIMALS							1	1				6						
BUSINESS/PROFESSIONAL	3	4	8			2	20	10	16	9	20	12			1		11	3
CHILDREN/CHILD CARE	3	2			2	3	3	3		3	3	2			2			
COMMUNITY ORGANIZATIONS	11	9	12	9	22	16	15	11	14	20	7	12			3	4	1	10
CONSUMER SERVICES	22	14	6	24	24	18	12	7	9	5	16	12			3		1	
EDUCATIONAL & CULTURAL SERVICES	16	19	31	14	14	6	4	11	10	5	7	8			2	1	2	1
EMPLOYMENT/VOCATIONS	4	1	7		4	1	2	3	5	1	3	3			1	1	2	
ENVIRONMENTAL SERVICES	3	4	1	1	2		2		3	1	1	2						
GOVERNMENT	8	5	10	6	7	4	2	3	2	6	4	1						2
HEALTH/MENTAL HEALTH/SEXUAL HEALTH	8	5	1	10	12	13	4	9	5	15	5	9			2	1		
HOUSING		2		3		1	3	2	3	1		2					1	3
HUMAN RELATIONS/COUNSELING	1	1	3	1			3	1	1	2								
LEGAL SERVICES	6	1		2	3	3	5	3	3	4	2							1
LICENSES, PERMITS, INSPECTIONS							3		3	1						4		1
RECREATION & LEISURE	4	4	9	3	3	5	6	1	4	1	8	4				1	6	3
RELIGION							3	1	1	1		2			1	2	2	2
SOCIAL WELFARE		2	1	1		1		8	19	8	8	5			1		3	
MISCELLANEOUS	11	5	4	8	7	9	5	5	6	4	8	5			1		4	
TOTALS:	102	80	95	90	107	94	95	83	107	90	98	89			26	14	33	28

APPENDIX E

INFORMATION AND REFERRAL STATISTICAL REPORT

MAJOR SUBJECT AREAS	DORCHESTER						WICOMICO						CAROLINE					
	May, '77	June, '77	July, '77	Aug., '77	Sept., '77	Oct., '77	May, '77	June, '77	July, '77	Aug., '77	Sept., '77	Oct., '77	May, '77	June, '77	July, '77	Aug., '77	Sept., '77	Oct., '77
AGED & RETIREES	7	4	5	5	4		3	1	4	7	2				3	1	1	
ANIMALS							2	3	2		1			1	6	3	2	
BUSINESS/PROFESSIONAL	4	3	5	9	5		21	31	23	17	20		3	2	18	13	22	
CHILDREN/CHILD CARE		5		3			9	7	3	1	3			1			2	
COMMUNITY ORGANIZATIONS	11	13	13	23	18		24	13	16	15	20		6	1	7	7	9	
CONSUMER SERVICES	12	21	15	12	5		5	14	12	8	3		2	7	9	10	10	
EDUCATIONAL & CULTURAL SERVICES	17	16	20	28	31		14	21	12	25	16		14	17	9	24	21	
EMPLOYMENT/VOCATIONS	2	6	3		1		6	10	5	3	1		8	8	5	1	4	
ENVIRONMENTAL SERVICES	1	3	1	2	1		6	5	3		2		7	4	3	2	6	
GOVERNMENT	10	10	6	1	4		18	15	11	9	9		15	10	12	26	25	
HEALTH/MENTAL HEALTH/SEXUAL HEALTH	11	5		3	2		12	9	4	5	5		2		1	4	4	
HOUSING	2	1		3			7	6	6	10				7	1	1	3	
HUMAN RELATIONS/COUNSELING			2				1	3	3	1	1					1		
LEGAL SERVICES	2	7	2	3	3		5	5	5	6	5		2	1	3	1	1	
LICENSES, PERMITS, INSPECTIONS		1		1			4	4	5	7	5				1	1	1	
RECREATION & LEISURE	8	10	3	14	6		13	11	9	5	3		7	8	4	10	10	
RELIGION		1	2				2	2	2	2	2		4	2	3	3	3	
SOCIAL WELFARE			1		1		9	5	7	2	3		3	6		3	6	
MISCELLANEOUS	21	17	14	24	10		11	17	19	26	19		14	10	3	4	1	
TOTALS:	108	122	90	131	91		173	189	151	150	121		87	85	88	115	131	

APPENDIX F
Information and Reference Questions

	July 1, 1975-June 30, 1976	July 1, 1976-June 30, 1977	July 1, 1977-June 30, 1978
Dorchester	25,691	27,461	36,489
Wicomico	17,595	20,129	20,545
Caroline	4,753	10,198	15,885

1. These figures include the total reference and telephone questions from each library system.
2. The period between July 1, 1975-June 30, 1976 includes the first three months of the HEA Project. Caroline County entered the project officially January, 1977.

Appendix G - Forms

INTERVIEW CHECKLIST FOR HEA INFORMATION AND REFERRAL PROJECT FOR
MARYLAND'S EASTERN SHORE

NAME OF APPLICANT

RATE THE FOLLOWING ON A SCALE OF one to five:

Work experience	_____
Community involvement	_____
Type of reading done regularly	_____
Awareness of community and its needs	_____
Intelligence	_____
Appearance	_____
Articulation	_____
Ability to work with others	_____

TOTAL: _____

Other comments: _____

Recommend consideration for employment:

Yes _____

No _____

Signature _____

Date _____

HEA INFORMATION AND REFERRAL PROJECT

MONTHLY EVALUATION FORM _____

		Needs		
		Acceptable	Improvement	Unacceptable
1.	Quality of work Consider accuracy, thoroughness, and attention to detail	_____	_____	_____
2.	Quantity of work Consider the amount of work and the promptness with which it is completed	_____	_____	_____
3.	Dependability Consider reliability and trustworthiness when given an assignment	_____	_____	_____
4.	Knowledge of library materials Consider acquaintance with print, media, and other sources of information, edu- cation, and recreation available to patrons through the library	_____	_____	_____
5.	Interest and Initiative Consider the amount of interest in position and the ability to then put it into action	_____	_____	_____
6.	Cooperativeness Consider ability to get along with associates and ability to carry out instructions	_____	_____	_____
7.	Versatility Consider ability to perform job other than own; ability to learn new methods	_____	_____	_____
8.	Public Relations Consider general conduct on job; how it reflects upon the public relations of the library	_____	_____	_____
9.	Ability to work with community Consider knowledge of entire community and openness to all residents in community	_____	_____	_____
10.	Appearance Consider neatness, cleanliness, appro- priateness of dress to working situation	_____	_____	_____
11.	Health Consider amount of sick time used	_____	_____	_____
12.	Ability to communicate Consider verbal and written communication	_____	_____	_____
13.	Promptness Consider observation of times set to begin and end the work day, lunch schedules, and other appointments as scheduled	_____	_____	_____

Project Director_____
Date_____
Library Director

I have seen the above evaluation _____

Employee

Appendix G - Forms

Interview appointment: Day: _____ Time: _____
 Interviewee: _____
 Interviewer: _____ Branch: _____
 Notes: _____

DATA COLLECTION FORM

Name of Organization: _____
 Acronym or initials: _____
 Street address: _____
 Telephone: _____ Zip Code _____
 24 hour service: Call relay _____ Answering service _____ Recorded message _____
 Other: _____

Principal Officer

Title: _____ Name: _____
 Date term expires: _____

Principal persons whom clients should be directed to contact: ☐ No specific person

Title: _____ Name: _____
 Telephone: _____
 Title: _____ Name: _____
 Telephone: _____

Type of organization

☐ U.S. Government ☐ Maryland Government ☐ County Government ☐ Community
☐ Non-profit Corp. ☐ For-profit ☐ Other _____

Supported or funded by: _____
 Parent organization: _____

Purpose and Goals (State in brief sentences what your organization hopes to accomplish and/or the reason it was formed.)

Membership characteristics

Men only ☐ Women only ☐ Men & Women ☐ Individuals only ☐ Families only ☐
 Individuals and/or families ☐ Professionals ☐ _____

Staff characteristics

Volunteers ☐ Trained? ☐ Supervised by professionals? ☐ Other? ☐ _____
 Professionals ☐ Specialties: _____

Office hours: _____ Days: _____

Meeting hours: _____ Days: _____

Special service hours _____ Days: _____

Service: _____ Hours: _____ Days: _____

Miscellaneous Information

Accommodations for handicapped? _____

Parking? Yes No Where? Adjacent Across street 1+ blocks Free?

Languages: _____

Want/Need volunteers? Yes NoBrochure: AID has Do not produce Will supply to AID _____Newsletter: AID receives Do not produce Will supply to AID _____Update Frequency: 1 month 3 months 6 months 1 yearBranch Offices

<u>Name</u>	<u>Address</u>	<u>Phone</u>	<u>Contact Person</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

SERVICES AND ACTIVITIES: DESCRIBE EACH DISTINCT SERVICE OR ACTIVITY OF YOUR ORGANIZATION IN A SEPARATE SECTION BELOW. ATTACH EXTRA SHEETS IF THERE ARE MORE THAN THREE DISTINCT SERVICES:

Service: (1) (Explain): _____

Eligibility for Service / Membership (Check one. Specify below):

Sex: _____ Age: _____ Marital Status: _____ Religion _____

Financial: _____

Citizenship _____ Membership _____ Residential: Area bounded by _____

Other (Explain): _____

Application Procedure

Telephone service _____ Walk-in service _____ Mail _____ Appointment necessary _____

Appointment preferred _____ Appointment hours: _____

Written application _____ Waiting list _____ How long: _____

Necessary referral: _____

Necessary sponsor: _____

Dues and FeesNo charge

Amount: _____

Includes: _____

Based on ability to pay _____ Covered by Medicare _____ Medicaid _____ Blue Cross _____

Other (Explain): _____

Service: (2) (Explain): _____

Eligibility for Service / Membership (Check one. Specify below):Sex: Age: Marital Status: Religion Financial: Citizenship Membership Residential : Area bounded by: Other (Explain): Application ProcedureTelephone service Walk-in service Mail Appointment necessary Appointment preferred Appointment hours: Written application Waiting list How long: Necessary referral: Necessary sponsor: Dues and FeesNo charge Amount: Includes: Based on ability to pay Covered by Medicare Medicaid Blue Cross Other (Explain): Service: (3) (Explain): Eligibility for Service / Membership (Check one. Specify below):Sex: Age: Marital Status: Religion Financial: Citizenship Membership Residential : Area bounded by Other (Explain): Application ProcedureTelephone service Walk-in service Mail Appointment necessary Appointment preferred Appointment hours: Written application Waiting list How long: Necessary referral: Necessary sponsor: Dues and FeesNo charge Amount: Includes: Based on ability to pay Covered by Medicare Medicaid Blue Cross Other (Explain):

INFORMATION AND REFERRAL SERVICE CALL BACK

QUESTION:

COUNTY: _____

NAME _____ PHONE _____

STAFF MEMBER _____ DATE _____

RESULTS:

INFORMATION AND REFERRAL SERVICE CALL BACK

QUESTION:

COUNTY _____

NAME _____ PHONE _____

STAFF MEMBER _____ DATE _____

RESULTS:

INFORMATION AND REFERRAL SERVICE
DROP-IN

Date: _____

Staff Member _____ County _____

Site Visited _____

Name of business/agency _____

Were people aware of Information and Referral Service?

What was the reaction to the Information and Referral Service?

Has publicity been distributed at this location?

Were any Information and Referral Service questions asked?

How many?

Remember to record questions on Call-back Sheets.

Date: _____

Staff Member _____ County _____

Site Visited _____

Name of business/agency _____

Were people aware of Information and Referral Service?

What was the reaction to the Information and Referral Service?

Has publicity been distributed at this location?

Were any Information and Referral Service questions asked?

How many?

Remember to record questions on Call-back Sheets.

UPDATE

Name of Organisation: _____

Address from: _____
to: _____

Phone Number from: _____
to: _____

Officers' Names from: _____
to: _____

from: _____
to: _____

from: _____
to: _____

from: _____
to: _____

Contact Person from: _____
to: _____

Contact Person's Phone Number from: _____
to: _____

Hours from: _____
to: _____

Fees (or dues) from: _____
to: _____

Function of Policy Change or Addition: _____

Services offered, Change or Addition: _____

Date: _____ Initials: _____ County: _____

Please use back for additional updating information.

TRANSFER SHEET

PARENT ORGANIZATION:

PERSON IN CHARGE:

CONTACT PERSON(S):

TITLE:

TELEPHONE:

SERVICE DESCRIPTION:

TYPE OF AGENCY/FUNDING:

<u>Federal</u>	<u>Private non-profit</u>
<u>State</u>	<u>Profit-making</u>
<u>County</u>	<u>United Fund</u>
<u>Community</u>	

DAYS & HOURS:

ELIGIBILITY:

OBTAINING SERVICE:

FEES:

AREA SERVED:

UPDATE:

INFORMATION AND REFERRAL STATISTICAL REPORT

COUNTY _____ MONTH _____ TOTAL _____

MAJOR SUBJECT AREAS

	<u>TOTAL</u>
<u>AGED AND RETIREES</u>	_____
<u>ANIMALS</u>	_____
<u>BUSINESS/PROFESSIONAL</u>	_____
<u>CHILDREN/CHILD CARE</u>	_____
<u>COMMUNITY ORGANIZATIONS</u>	_____
<u>CONSUMER SERVICES</u>	_____
<u>EDUCATIONAL & CULTURAL SERVICES</u>	_____
<u>EMPLOYMENT/VOCATIONS</u>	_____
<u>ENVIRONMENTAL SERVICES</u>	_____
<u>GOVERNMENT</u>	_____
<u>HEALTH/MENTAL HEALTH/SEXUAL HEALTH</u>	_____
<u>HOUSING</u>	_____
<u>HUMAN RELATIONS/COUNSELING</u>	_____
<u>LEGAL SERVICES</u>	_____
<u>LICENSES, PERMITS, INSPECTIONS</u>	_____
<u>RECREATIONS & LEISURE</u>	_____
<u>RELIGION</u>	_____
<u>SOCIAL WELFARE</u>	_____
<u>MISCELLANEOUS</u>	_____
TOTAL:	_____

where to go for...?
how to get...?
who to ask for...?

INFORMATION YOU NEED

call

dorchester county public library 228-7331

wicomico county free library 749-5171

caroline county public library 479-1343

for hours of service call your local library



NEED AN ANSWER



INFORMATION & REFERRAL SERVICE

dorchester county public library
wicomico county free library
caroline county public library

WE CAN DIRECT YOU TO INFORMATION ON

recreation
book value of used cars
public meeting rooms
housing and budgeting

family counseling
health and nutrition
community services
home improvement

continuing education
education of children
crafts and gardening
federal grants

dorchester county public library
303 gay street
cambridge, maryland 21613
228-7331

hurlock branch
hurlock, maryland 21643
943-4331

LIBRARY INFORMATION AND REFERRAL...

is to answer questions related to daily living
is to provide information on community groups and services
is to put you in direct contact with an agency or group or individual who can
take action to help you solve a problem
is not a crisis center or counseling service
is available at your local county library

HOW DOES THE SERVICE WORK ???

depending on the questions you ask when you visit or telephone the library, we may:

check the community information file and other library materials
to give you the information you need
and/or
refer you to experts and agencies who can help you.

we have information on all subjects and hundreds of listings—addresses and phone numbers—one of which should be the right one for your particular need. and, if we don't have it, we'll get it for you. just come in, or call us, when you need information.

WE'RE HERE TO HELP YOU KNOW

wicomico county free library
122-126 south division street
salisbury, maryland 21801
749-5171

caroline county public library
100 market street
denton, maryland, 21629
479-1343

NEED AN ANSWER

